

5.7. Continue to carry out consumer marketing and media relations to attract non-resident visitors

This Strategic Action strengthens Montana's tourism marketing efforts.

Recommended Tactics

MTOT

- » Continue targeted marketing to domestic non-resident markets using traditional and electronic media. Continue to base marketing decisions upon research and evaluate effectiveness of marketing campaigns.
- » Continue to develop effective cooperative marketing opportunities for industry members. Ensure that industry members are well informed regarding the marketing campaigns and the research that guides them.
- » Continue to carry out well-targeted media relations to solicit media coverage for Montana as a leisure travel destination.
- » Assist Regions, CVBs, communities, and tribes to successfully pitch stories and conduct media relations.
- » Widely disseminate resulting media coverage to stakeholders.

Regions, CVBs, Communities, Tribes

- » Participate in cooperative marketing campaigns that offer appropriate target markets and good value. Collaborate with MTOT to evaluate the effectiveness of campaigns.
- » Continue targeted marketing to domestic non-resident markets using traditional and electronic media. Continue to base marketing decisions upon research and evaluate effectiveness of marketing campaigns.
- » Continue to carry out well-targeted media relations to solicit media coverage for Montana as a leisure travel destination. Identify potential stories and pitch them to appropriate media sources, focusing on out-of-state media.
- » Collaborate with and support MTOT to successfully conduct media relations.
- » Widely disseminate resulting media coverage to stakeholders.

Businesses & Organizations

- » Identify potential stories and pitch them to appropriate media sources, focusing on out-of-state media.
- » Collaborate with and support MTOT, Regions, and CVBs to successfully conduct media relations.

Indicators of Success

- » Well targeted marketing brings high conversion rates and a stronger return on investment (ROI) for marketing expenditures.
- » Regions and CVBs deem the cooperative marketing opportunities to be valuable and use them as an important part of their marketing plans.
- » Awareness and top-of-mind awareness are improved by media exposure generated by media relations.
- » Regions, CVBs, communities, tribes, businesses and organizations successfully pitch more stories to out-of-state publications.

Background & Rationale

MTOT's geographically targeted consumer marketing has proven very successful and produced an improved ROI, based on conversion studies.

Cooperative marketing opportunities offered by MTOT have provided a significant ROI for participating stakeholders, particularly in online marketing campaigns. Participation promises to extend the budget of stakeholders, allowing them to leverage considerably off the MTOT marketing expenditures.

Well targeted media relations can result in low-cost, high-impact exposure for Montana. By helping Regions to pitch stories successfully, the skills of MTOT's media professionals are leveraged to generate even more exposure for the state.